

New Trading Format

Combining the best qualities of other formats, taking into account the basic requirements of all participants in the trading process: consumers, manufacturers and the state.

The bulk of shopping on working days falls on the period from 17-20 hours, when most people after work, as a rule, buy fresh food for cooking dinner, as well as for breakfast the next day. Logically, this is the most convenient time for this, but at the same time it is rush hour. There are traffic jams on the roads, queues in stores, which adds to physical and especially moral fatigue. The weather also does not always favor grocery shopping.

Buying goods via the Internet allows you to avoid these inconveniences and save a huge amount of time.

Taking into account the above, the Kazakh company "Food Delivery World" LLP was created using the Food Delivery World platform, which practically eliminates negative facts and contributes to meeting the needs of consumers in the optimal time. And the greatest attention is paid to ensuring that people get as fresh food as possible.

The purpose of the platform is to organize a virtual market with free delivery of everyday goods.

You don't need to be a professional analyst to claim that home use of everyday goods mainly occurs in the evening. Therefore, it would be rational to offer potential consumers the delivery of these goods to the front door of the apartment at any time convenient for them. In order for it to become attractive to the consumer, it is proposed:

To sell the goods presented on the portal at the specified price, without any additional conditions and fees.

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The freshness of most of the products received will be guaranteed by direct delivery from the manufacturer.

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Together with a simple analysis of purchases for past periods (by opening the purchase history in your personal account), you can help plan your family budget. The buyer, after the first month of participation in the project, will be able to clearly analyze their purchases and, accordingly, plan for the future how many of these or other goods they need, as well as the frequency of their delivery. This will allow you to provide yourself with fresh food in the necessary quantities and save the family budget.

The consumer will be able to leave reviews about goods and services, leave comments on his page and correspond with the seller. In addition, it will be possible to send real gifts to friends and relatives.

For consumers, this format will be convenient, first of all, due to saving time and money. In adverse weather conditions, this will reduce the risks of injury and illness, and when considering certain categories of consumers, such as the disabled, the elderly, mothers with young children, the Food Delivery World platform becomes very important in terms of providing real assistance. Such conditions make delivery attractive and regularly in demand for a huge number of customers counting on mass production and regularity.

The product will be posted on the portal by the manufacturers themselves or their representatives. To do this, you can open a separate page for each seller. On it, the seller can place the product with its description, indicating the price and expiration date, order processing time and other data, view requests for the formation of orders and receive consumer feedback.

For all sellers of all types of goods – rent of retail outlets without commission, the seller's salary will serve to reduce the price of goods, which is especially important for the competitiveness of products produced by small enterprises and sold by them at retail. The seller's easy access to the platform and the ability of each client to choose products from any supplier will become a powerful

incentive for the development of competition, since the seller will be responsible for the quality of the goods directly to the consumer, without the possibility of dissolving the marriage with third parties (wholesalers, warehouses, shops, etc.). The seller, seeing the pre-orders, will be interested in providing consumers with the freshest and highest quality goods on these dates, because otherwise the customer will go to the competitor "in one click". At the same time, pre-ordering will allow you to produce products without frills that require storage or write-off costs.

Using the proposed format will allow you to exclude middle links from the chain, the seller-warehouse-store counter-buyer. To eliminate the excess of the cost of travel and accommodation over the goods previously ordered by the consumer. Send the customer products directly from the conveyor, the freshest and at a lower price.

Placing products on a page is no more difficult than posting a photo with comments on social networks. Compliance with sanitary standards, consumer rights and other clear and transparent rules during the production and delivery of products to the distribution point are absolute requirements for suppliers.

Monitoring of products and prices presented on the site will be available in real time.

Financial transactions of all participants of the Food Delivery World platform are as transparent as possible.

The worldwide food delivery platform plays an important role in solving many social problems, especially for people with disabilities, the elderly and mothers with young children. Also socially significant is the possibility of attracting people with disabilities to work at home as operators. Even in areas such as health, education and the environment, the project also has a positive impact.

The proposed format facilitates the transition from cash payments to electronic payments. The funds paid by the buyers from the personal account will be immediately credited to the seller's account, the money will work,

What does the buyer get in the end:

1. Products to your table, without overpayment for delivery, in the right quantity and in the freshest form.
2. Saving time, effort and nerves on grocery shopping trips, they are already fixed in his consumer basket.
3. The ability to plan your budget more accurately.
4. Regularly updated assortment.
5. The ability to take care of your grandparents, even if you can't visit them every day.
6. The ability to give your friends real gifts without shipping costs.

What the seller gets:

1. Free access to an online trading platform with a large number of customers.
2. A constant, growing market.
3. Avoiding additional costs for the maintenance and maintenance of retail outlets.
4. Reduction of transportation costs.
5. The possibility of more accurate production planning due to pre-orders.

For the state:

- 1 Reporting on the sale of each unit of goods, all suppliers.
- 2 Control over the sale of only permitted goods.
- 3 Replenishment of the budget due to the scalability of the project.
- 4 Assistance in solving social problems for many citizens.
- 5 Small business support.
- 6 Improving the quality control of goods.

Delivery of goods not only allows the consumer to receive goods comfortably, but also allows to significantly increase the productivity of manufacturers and sales volumes.

With the help of the Food Delivery World platform, there is no longer a need to buy food two or three packages a week, there are a number of products that the family needs for one meal, and fresh food will be delivered to the next reception.

The Food Delivery World platform promotes the growth of competition between food suppliers, but in terms of delivering goods to the end consumer, the company can become practically a monopolist. In this regard, it can be assumed that the company should conduct an open financial policy that is justified from the point of view of tariff increases, is simple and understandable for those who ultimately pay all the extra charges, surcharges and fraud, and these are consumers — ordinary citizens. The maximum possible information will be available on the public page of the site: what is the final premium, contact details of manufacturers and much more.

As a result, the consumer gets the opportunity to choose a new format for buying goods, convenient, profitable and civilized. The conditions for the sale of products are also improving — the ultimate goal of manufacturers' activities. Market access is simplified, costs are reduced, and competition is open and fair.

The possibilities of the Food Delivery World platform are much wider than just banal food delivery. In a certain sense, this is not even a new format of trade, it is a new culture of commodity-money relations. Where there is no place for queues, the wrong attitude of visitors and staff, the caricature image of a woman bent by the daily weight of bags. Shopping is a walk to the shops in your free time to get acquainted with new products, emotional satisfaction from casual communication, and not forced trips on a trolley between the counters and loading heavy bags in one weekend.

Working in shifts, you do not need to worry about what children eat at home, about how to provide elderly parents with the necessary goods. The shelves of cabinets and refrigerators are not clogged with surpluses that fall into disrepair and are thrown away. The program automatically analyzes the purchase history

and helps in planning expenses for the upcoming period, will draw the consumer's attention to the possible need to order or adjust the delivery schedule of the goods. Every citizen, regardless of his physical condition and social status, is a full participant in the market. Goods are purchased almost directly from sellers, manufacturers or their representatives, with the possibility of feedback on quality and feedback.